



MEETING NOTES

Project: Embarcadero Plaza Refresh

Meeting Date: January 27, 2025

Meeting Location: Teams Call

Notes By: Roana Tirado

Participants: SF Park & Rec:

LB: Lisa Bransten

KR: Kelli Rudnick

EG: Eoanna Goodwin

BxP:

AF: Aaron Fenton

Hellmuth, Obata + Kassabaum (HOK)

BJ: Brian Jencek

RT: Roana Tirado

YK: Yong Uk Kim

The following meeting notes were prepared by HOK. The notes reflect the author's understanding of discussions and provide a record of the agreements reached at the meeting. Should any of those present have different recollections or find errors or omissions in the notes, please advise the author in writing within five calendar days of receipt of the meeting notes. The failure to notify HOK of errors or omissions within a reasonable time following receipt of the meeting notes is deemed acceptance of the discussions and record of agreements stated herein.

Notes:

Item No.	Item	Action By	Date Req'd.
	Meeting Purpose: Bi-weekly Project Delivery Meeting		
1	Schedule 1) HOK shared updated schedule (see attached with mark-up) a) Add a date for meeting with PG&E for underground vault i) First step EG to schedule a pre-meeting with SFRPD Electrical and reach out to HOK to coordinate on site visit date ii) Next AF to reach out to PG&E representative to schedule an on-site discussion meeting ahead of official application b) Update on Page & Turnbill i) SFRPD to get under contract by early February and target kick-off meeting for first week of February c) Shift tentative Board Approval date to March d) Add Stakeholder Meetings Group Topics		
2	Review Mailer 1) HOK shared Mailer V2 (see attached) a) Finalize by 1/31 b) EG: Revise 'Refresh' to 'Renovation' c) Meeting location i) KR: likes Pier 1 location due to accessibility on ground floor over Embarcadero Center ii) EG to review both locations and confirm final location prior to print	HOK SFRPD	1/31 1/30
3	Review Community Meeting Deck – Part II 1) HOK shared draft deck V2 (see attached) a) Missing Content Comments (EG): i) Add photo of playground to optimistic slide/views from across the street ii) Simplify timeline (see SFRPD comments on Bluebeam) b) Talking Points Comments i) AF: Speak to plaza drainage issues and suggest observing the plaza during rain event and adding photo to the presentation	HOK HOK	2/3 2/3

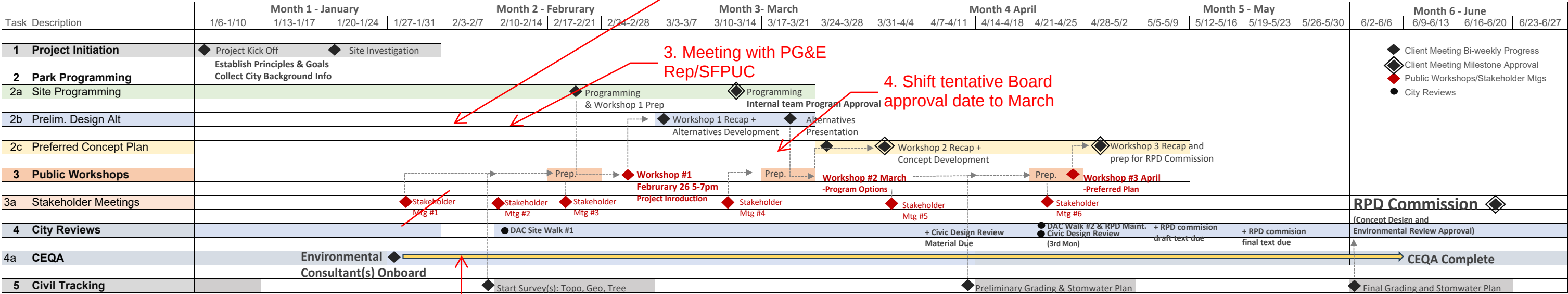


	Next Steps 1) HOK/SFRPD to finalize mailer by 1/31 2) HOK to update community meeting deck per comments by 2/3 call 3) SFRPD to finalize contract with Page & Turnbull and schedule kick-off 4) Per item 1 1) a): EG to schedule an on-site meeting with SFRPD Electrical. HOK Electrical and BxP engineer to attend. a) EG to start conversations with SFPUC b) AF to reach out to PG&E contacts to schedule on-site meeting	HOK/SFRPD HOK SFRPD	1/31 2/3 2/7
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PROJECT SCHEDULE

Task 1 - Concept Design and Community Meetings

2. EG to schedule an on-site meeting with SFRPD Electrical. HOK Electrical and BxP engineer to attend.
- a) EG to start conversations with SFPUC
- b) AF to reach out to PG&E contacts to schedule on-site meeting



Embarcadero Plaza and Sue Bierman Park Refresh

Community Meeting
Wednesday, February 26, 5-7pm



We want to hear from you!



San Francisco Recreation and Park Department invites you to participate and give input on the future of Embarcadero Plaza!

Through public-private partnership with BXP and Downtown SF, the city is looking to refresh the brick and concrete Embarcadero plaza and the adjacent Sue Bierman Park into a cohesive, vibrant public park.

Light food and refreshments provided.

For translation or language services, as well as accessibility requests, please call Pete Moore (415) 496-6204 or email pete.j.moore@sfgov.org. Providing at least 72 hours advance notice will help to ensure availability.

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PROJECT URL (TBD)



Embarcadero Plaza Refrescar
Reunión comunitaria
Miércoles 26 de febrero, de 17 a 19 horas

¡San Francisco Recreation and Park Department lo invita a participar y dar su opinión sobre el futuro de Embarcadero Plaza! A través de una asociación público-privada con BXP y Downtown SF, la ciudad busca renovar la plaza de concreto y convertirla en un parque público vibrante. Se proporcionan alimentos ligeros y refrigerios.

Para servicios de traducción o idiomas, así como solicitudes de accesibilidad, llame a Pete Moore (415) 496-6204 o envíe un correo electrónico a pete.j.moore@sfgov.org. Avisar con al menos 72 horas de antelación ayudará a garantizar la disponibilidad.

Embarcadero Plaza I-refresh
Pagpupulong sa Komunidad
Miyerkules Pebrero 26, 5-7pm

Iniimbitahan ka ng San Francisco Recreation and Park Department na lumahok at magbigay ng input sa kinabukasan ng Embarcadero Plaza! Sa pamamagitan ng public-private partnership sa BXP at Downtown SF, hinahanap ng lungsod na i-refresh ang kongkretong plaza sa isang makulay na pampublikong parke. Nagbibigay ng magaan na pagkain at pampalamig.

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Embarcadero Plaza 重新整理
社區會議
週三 2 月 26 日下午 5 點至 7 點

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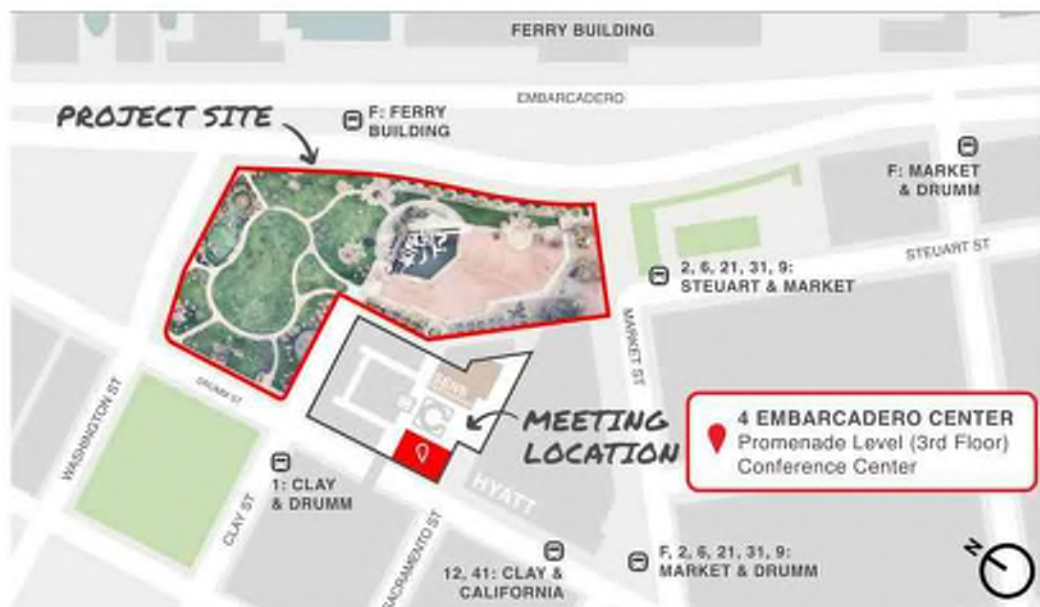
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Gusto naming marinig mula sa iyo!

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Rev 2.

Next revision to address Bluebeam
comments

DRAFT

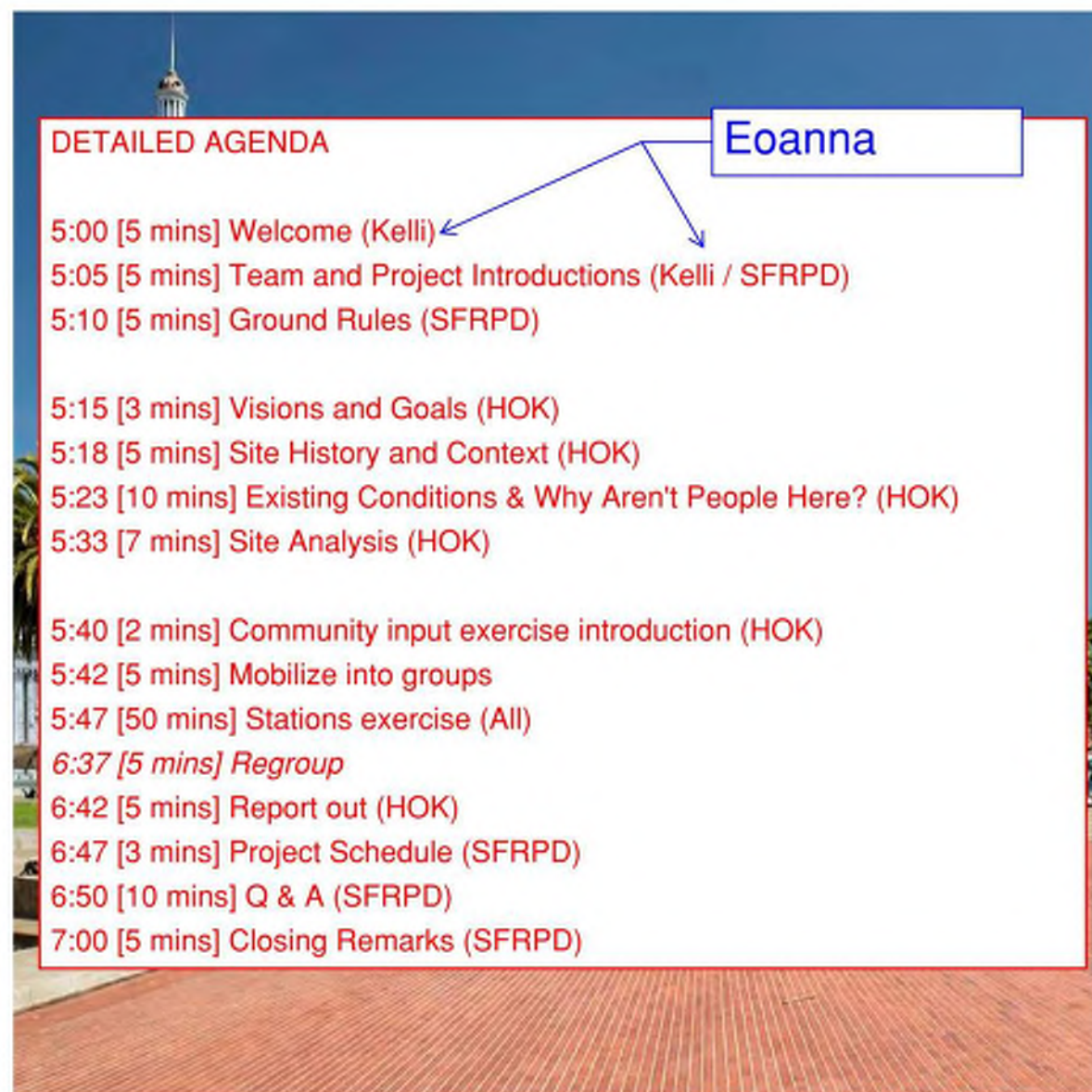


EMBARCADERO PLAZA & SUE BIERMAN PARK REFRESH

COMMUNITY MEETING #1
WEDNESDAY, FEBRUARY 26, 2025



Renovation



DETAILED AGENDA

Eoanna

5:00 [5 mins] Welcome (Kelli)

5:05 [5 mins] Team and Project Introductions (Kelli / SFRPD)

5:10 [5 mins] Ground Rules (SFRPD)

5:15 [3 mins] Visions and Goals (HOK)

5:18 [5 mins] Site History and Context (HOK)

5:23 [10 mins] Existing Conditions & Why Aren't People Here? (HOK)

5:33 [7 mins] Site Analysis (HOK)

5:40 [2 mins] Community input exercise introduction (HOK)

5:42 [5 mins] Mobilize into groups

5:47 [50 mins] Stations exercise (All)

6:37 [5 mins] Regroup

6:42 [5 mins] Report out (HOK)

6:47 [3 mins] Project Schedule (SFRPD)

6:50 [10 mins] Q & A (SFRPD)

7:00 [5 mins] Closing Remarks (SFRPD)

AGENDA

space

5:00pm	WELCOME & INTRODUCTIONS	SFRPD
5:15pm	PRESENTATION	HOK
5:40pm	COMMUNITY INPUT EXERCISE	HOK & SFRPD
6:40pm	NEXT STEPS	HOK & SFRPD
6:50pm	Q&A	HOK & SFRPD

PROJECT TEAM



PROJECT CONTEXT & INTRODUCTION

Vision & Goals

Site History & Context

Site Analysis

Why Now?



VISIONS & GOALS

- 1 Create a **world class iconic park** representing San Francisco's rich and diverse culture for both local and international visitors
- 2 Function as a **catalyst for downtown recovery and revitalize the heart of the San Francisco Waterfront**
- 3 Provide a **wide range of programming** catered towards diverse communities
- 4 Establish a **public space** that is **active and welcoming with access for all**
- 5 Restore **ecological diversity**

SITE HISTORY & CONTEXT

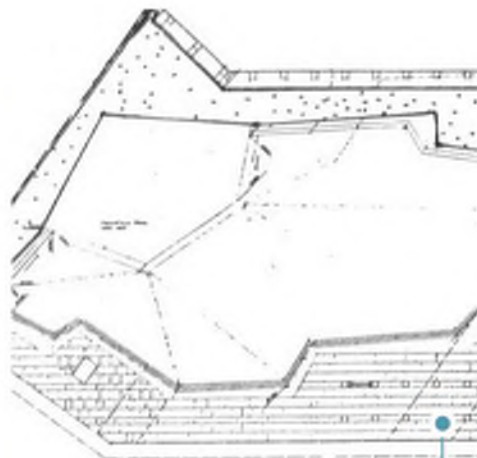
Information & Inspiration!

SITE HISTORY & CONTEXT



1900s

Site of San Francisco waterfront, primarily used for industrial and maritime purposes



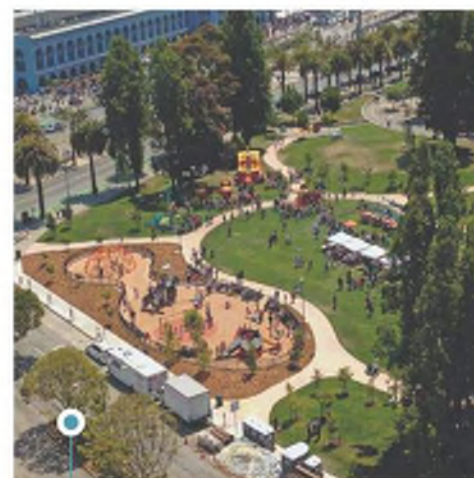
1962

Lawrence Halprin proposed plaza proposal as part of City Report "What to do about Market Street"



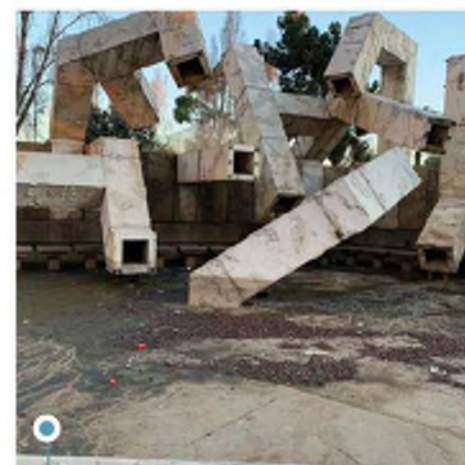
1992

Demolition of Embarcadero Freeway after the Loma Prieta earthquake



2011

Open space transformed into Sue Bierman Park, civic activist and Supervisor



2024

Fountain no longer operational



1959

Embarcadero freeway constructed



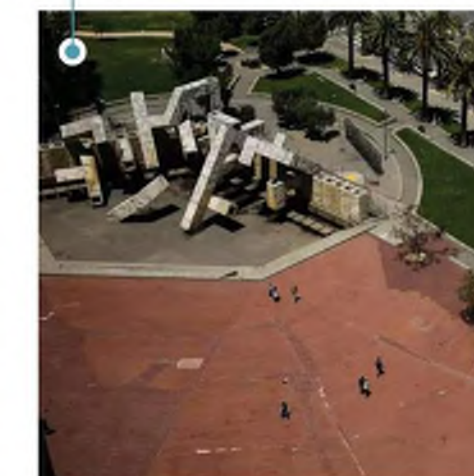
1972

Justin Herman Plaza opened, named after M. Justin Herman, director of the SF Redevelopment Agency



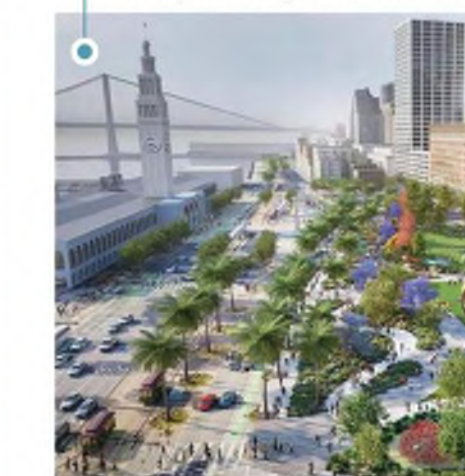
2001

San Francisco Park's Commission purchases land west of Justin Herman Plaza for open space use



2017

Renamed to Embarcadero Plaza

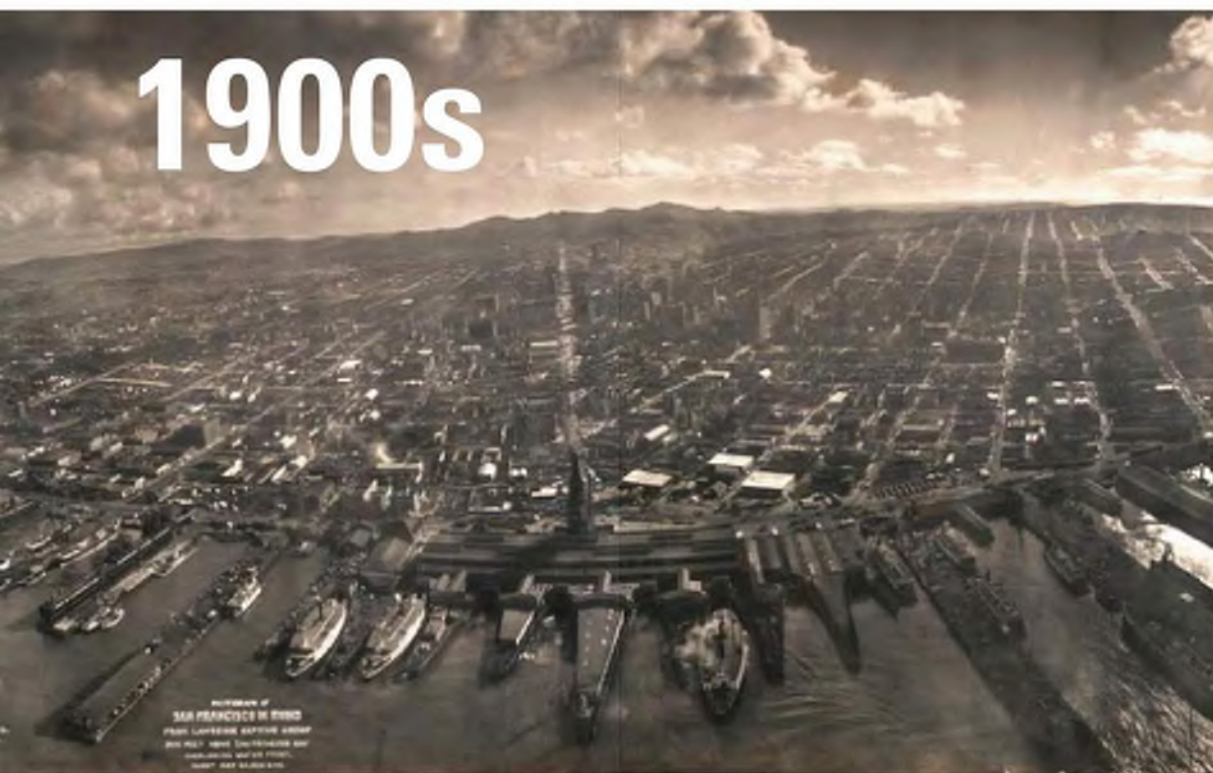


2025

New park design commences

EARLY 1900s to 1960s

Before the Park and Plaza



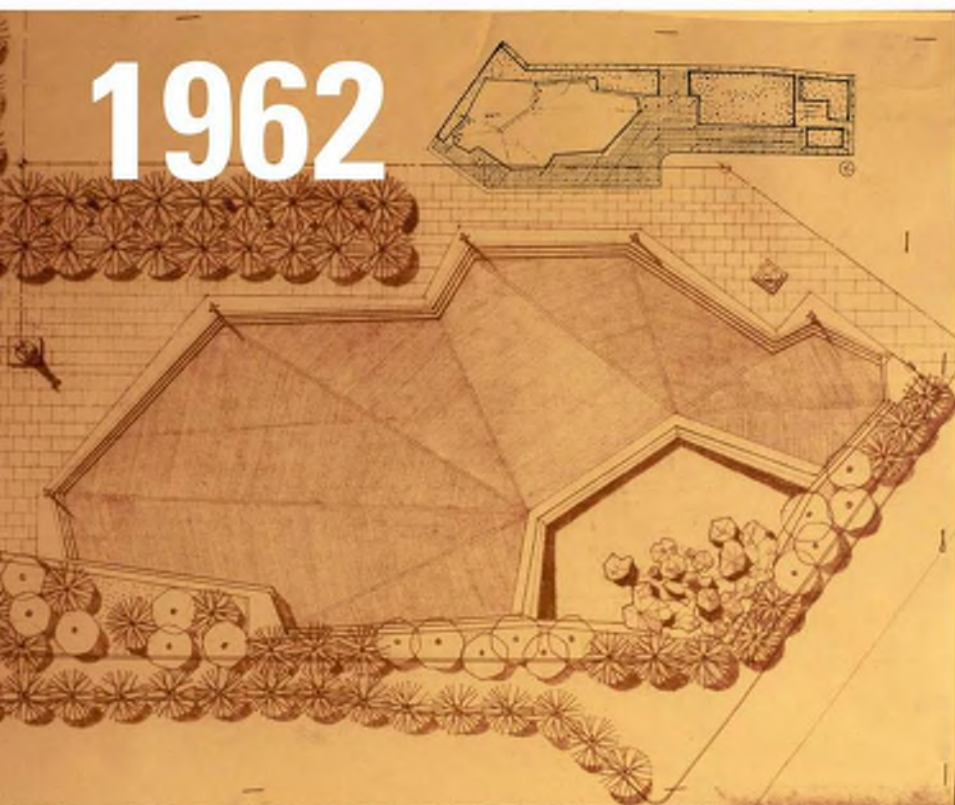
Site of San Francisco waterfront, primarily used for industrial and maritime purposes.



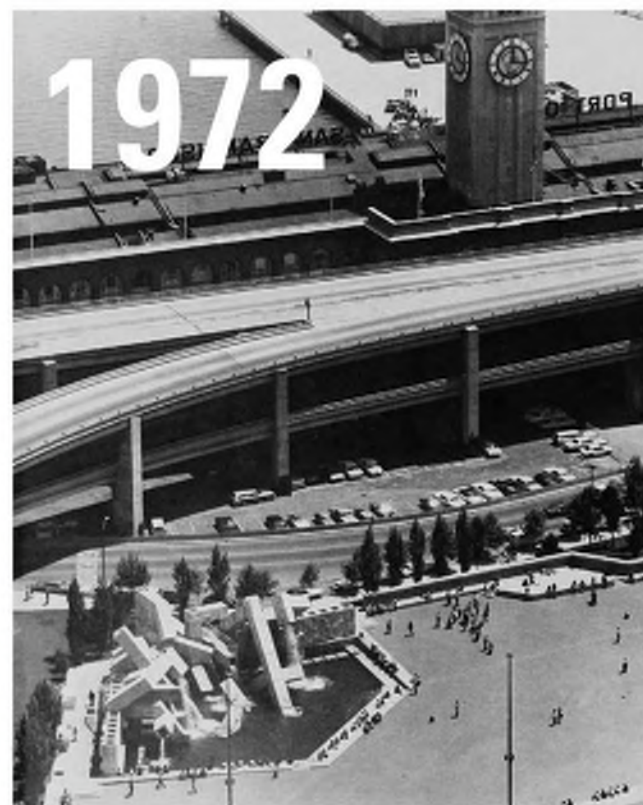
Embarcadero freeway constructed.

1960s to 1970s

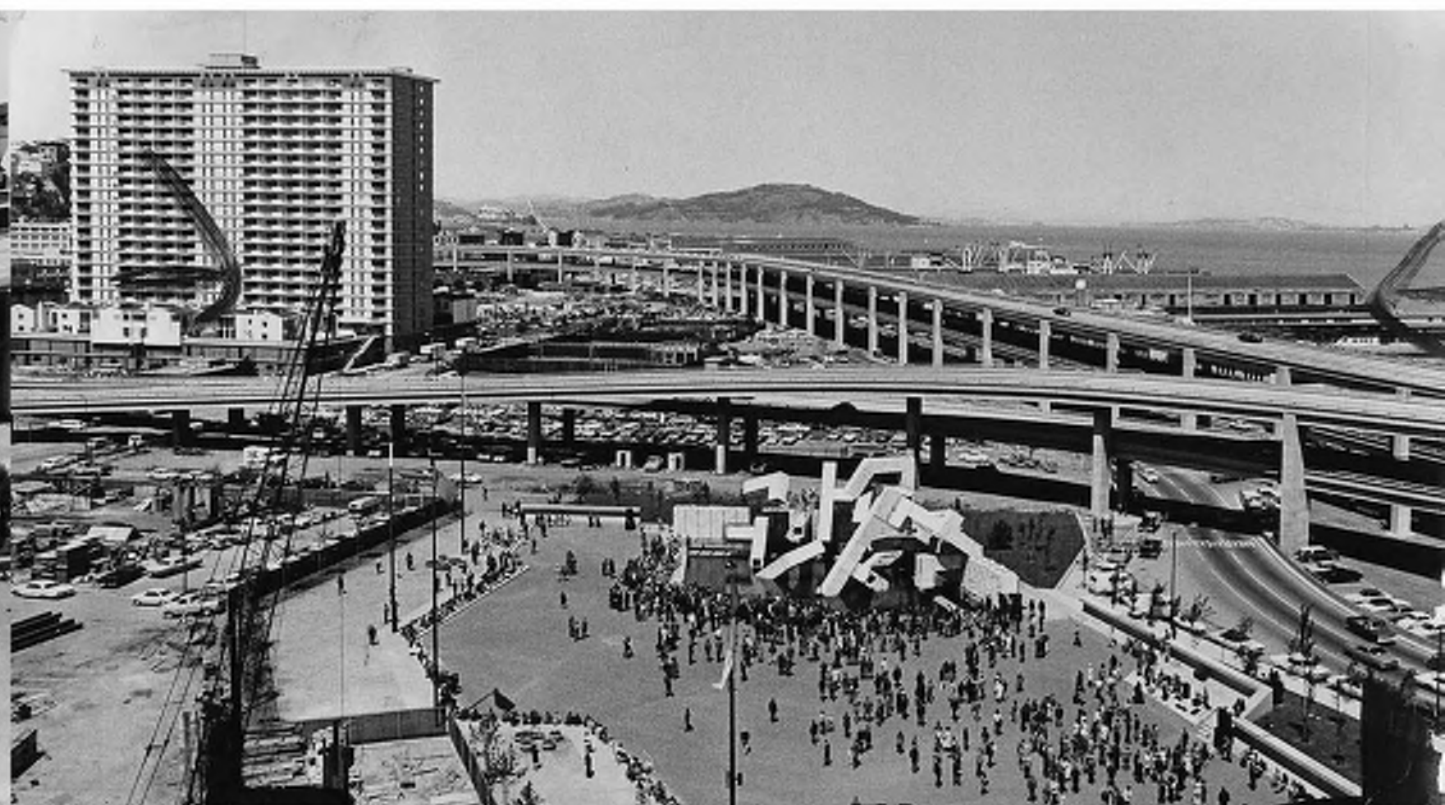
Creation of the Plaza and Fountain



Lawrence Halprin proposed the plaza proposal as part of City Report "What to do about Market Street." He envisioned Market street to be redeveloped as a series of pedestrian oriented linked civic spaces, with the Plaza being one of them.



Justin Herman Plaza opened, named after M. Justin Herman, director of the SF Redevelopment Agency.



Vaillancourt fountain in the plaza was designed and installed in the context of its surroundings: to integrate the freeway and ramp into the context of the city and to counter the freeway noise.

1990s

Post-earthquake freeway removal and Embarcadero Redevelopment

1992



After the 1989 Loma Prieta earthquake, the Embarcadero Freeway sustains damage and becomes demolished.



Before



After

Waterfront access and sightlines to key landmarks are restored

Significant Change in Plaza Context

Removal of the freeway restored the connection and views to the Ferry building and waterfront. With the backdrop of the freeway removed, the plaza now sits in a different context than the one in which it was designed.

For information, the plaza was designed as an INWARD focused space, being framed on all sides by a freeway and the embarcadero center complex.

For inspiration, today the freeway is gone and now the plaza is free to consider a new direction- one that is more open, porous, welcoming and connected to the Bay.



2010s to 2020s

Evolution of Embarcadero Plaza and Current State of the Plaza

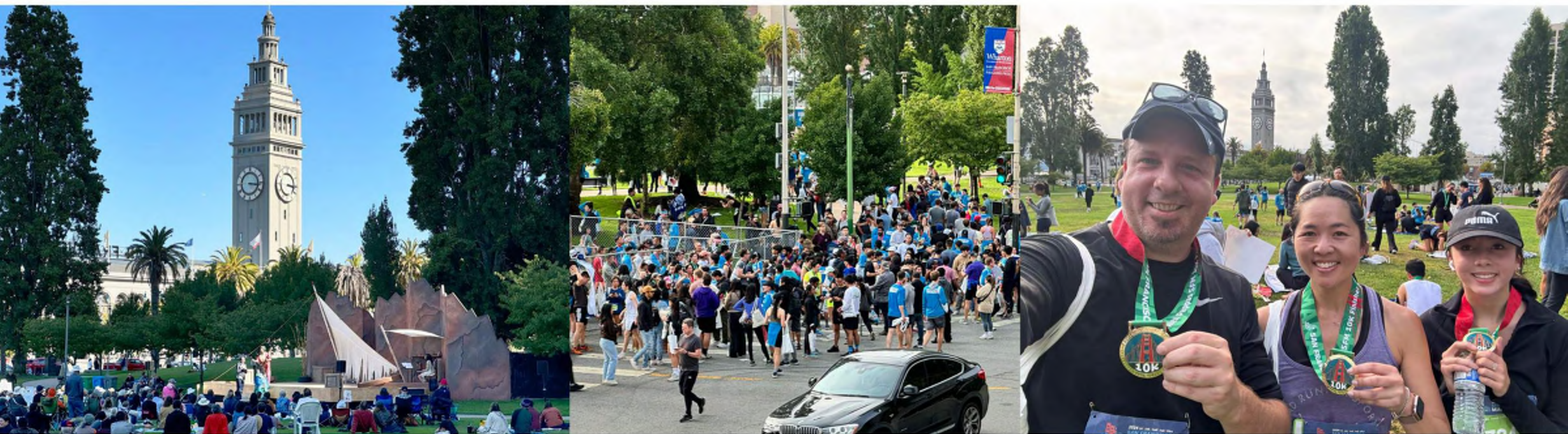


Justin Herman Plaza renamed back to Embarcadero Plaza



Fountain becomes inoperational and plaza shows signs of age and need for a refresh

Current Activation of the Park and Plaza



Embarcadero Plaza and Sue Bierman Park currently host a variety of beloved events in the city - an important role the new park will continue to play

2025

New Park Design Commences





EXISTING CONDITIONS

- Plaza design and programming no longer encourages significant activity.
- Inward facing design obscures valuable views to the water and ferry building.
- Insufficient drainage at Sue Bierman Park lawns.
- Fountain in disrepair and not code compliant.

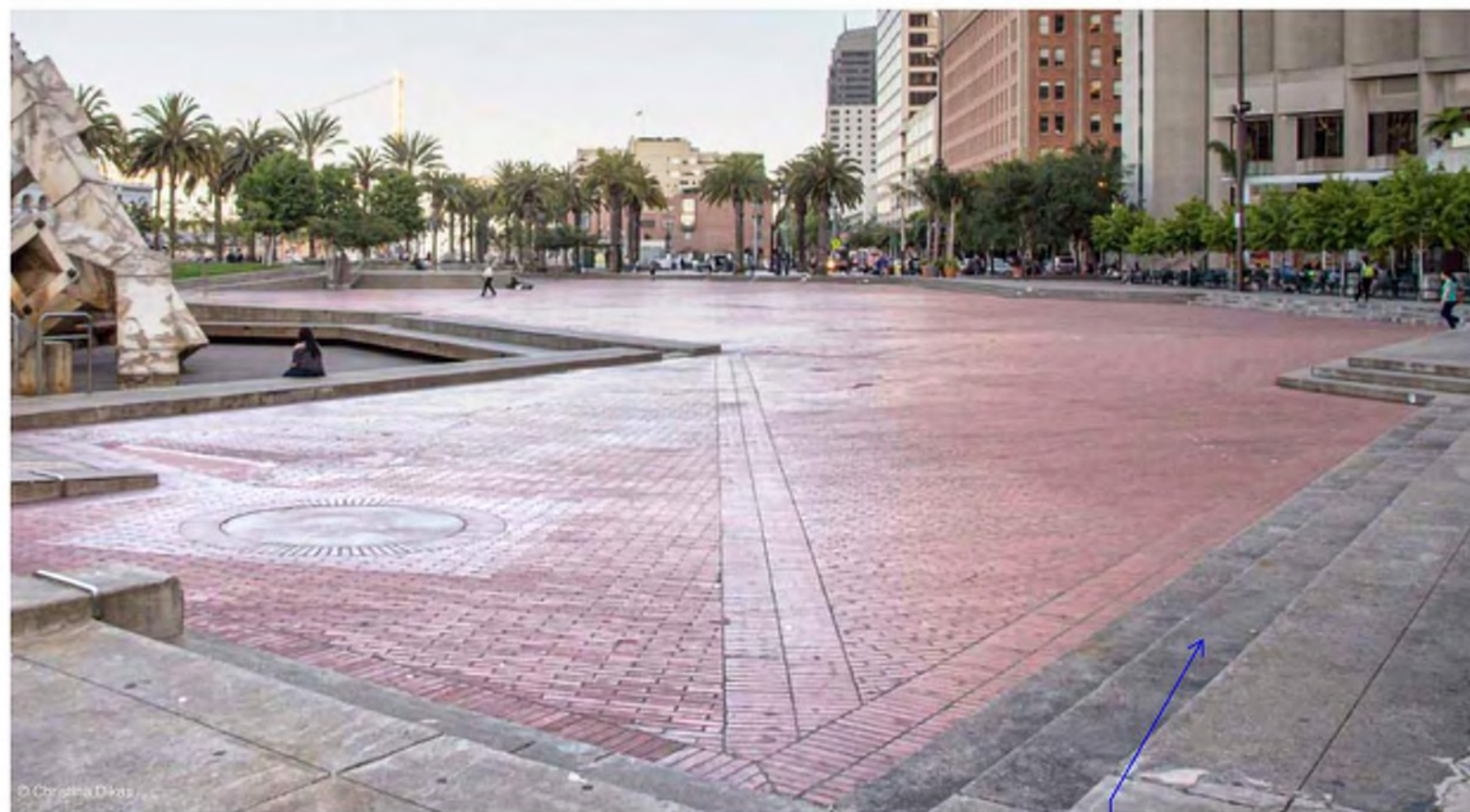
WHY AREN'T PEOPLE HERE?

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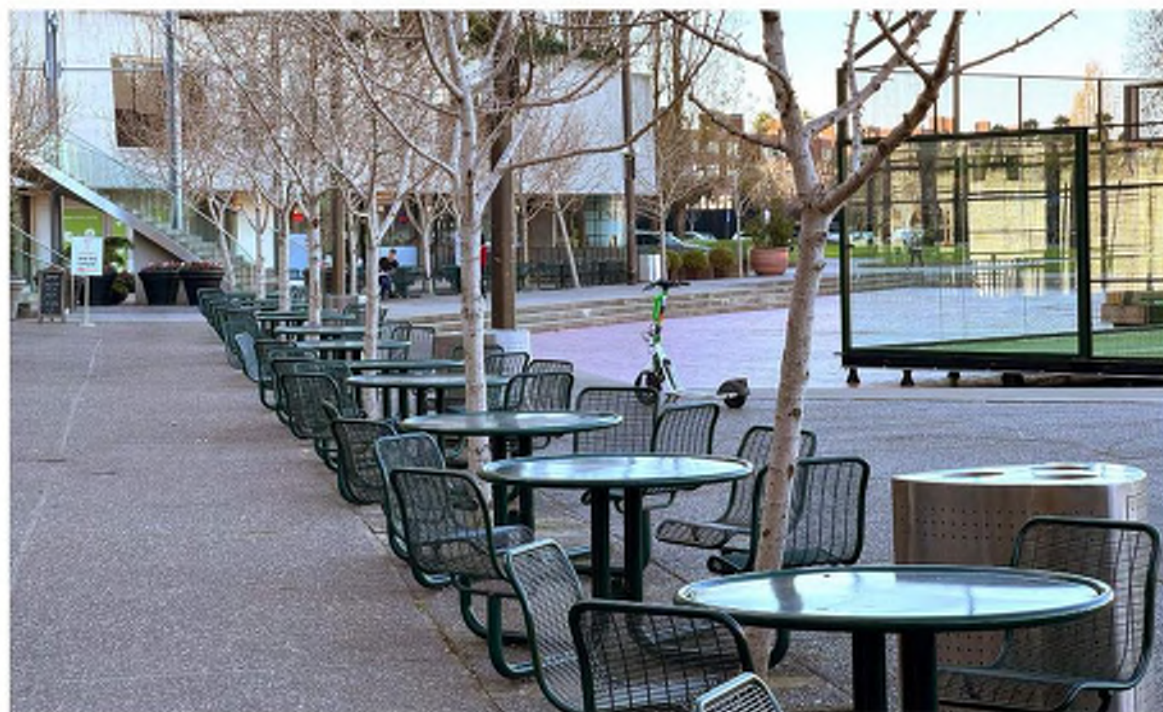
Underutilization of the space today is a missed opportunity for this prime public space

While the occasional large scale events bring in a large number of visitors, on a daily basis it is very underutilized.

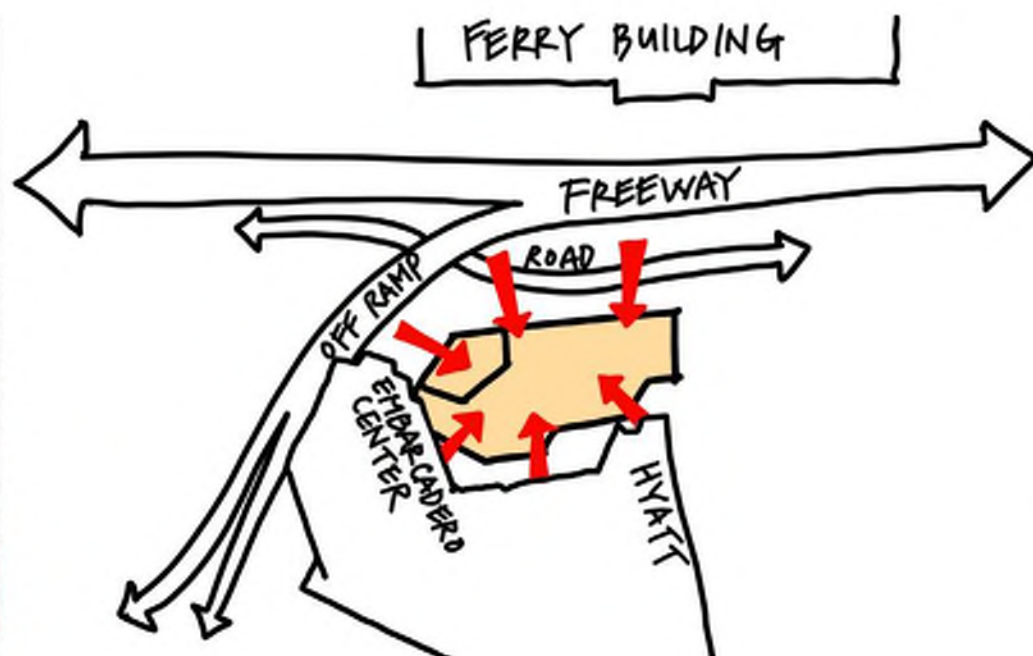
Largely hardscape plaza limits variety of activity



level changes



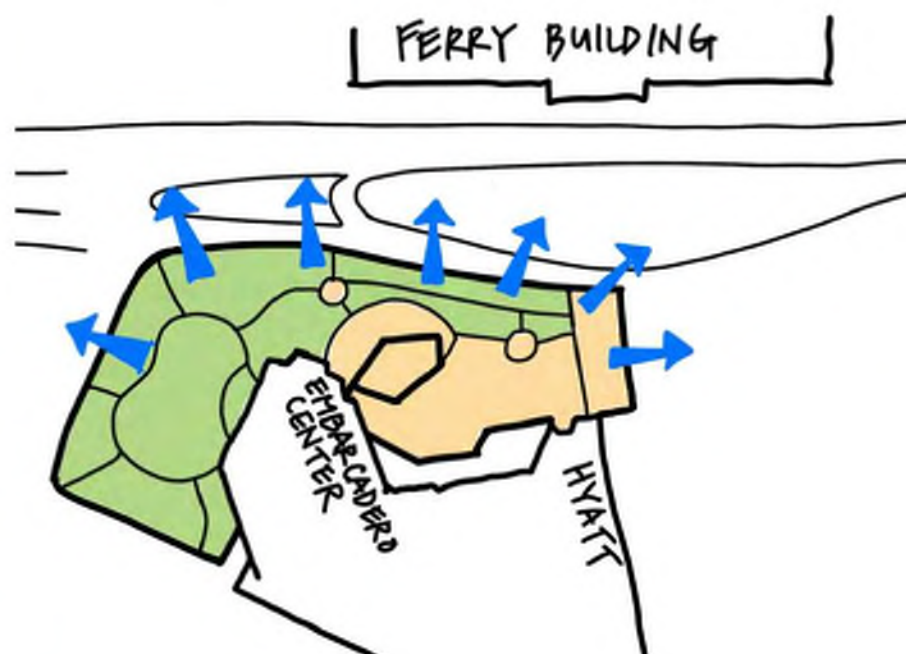
WHY AREN'T PEOPLE HERE?



Significant change in context altered the way the park and plaza interacts with its surroundings

Pre-freeway removal:

Plaza designed to be INWARD facing, bound by freeways, off ramps, and buildings.



Post-freeway removal:

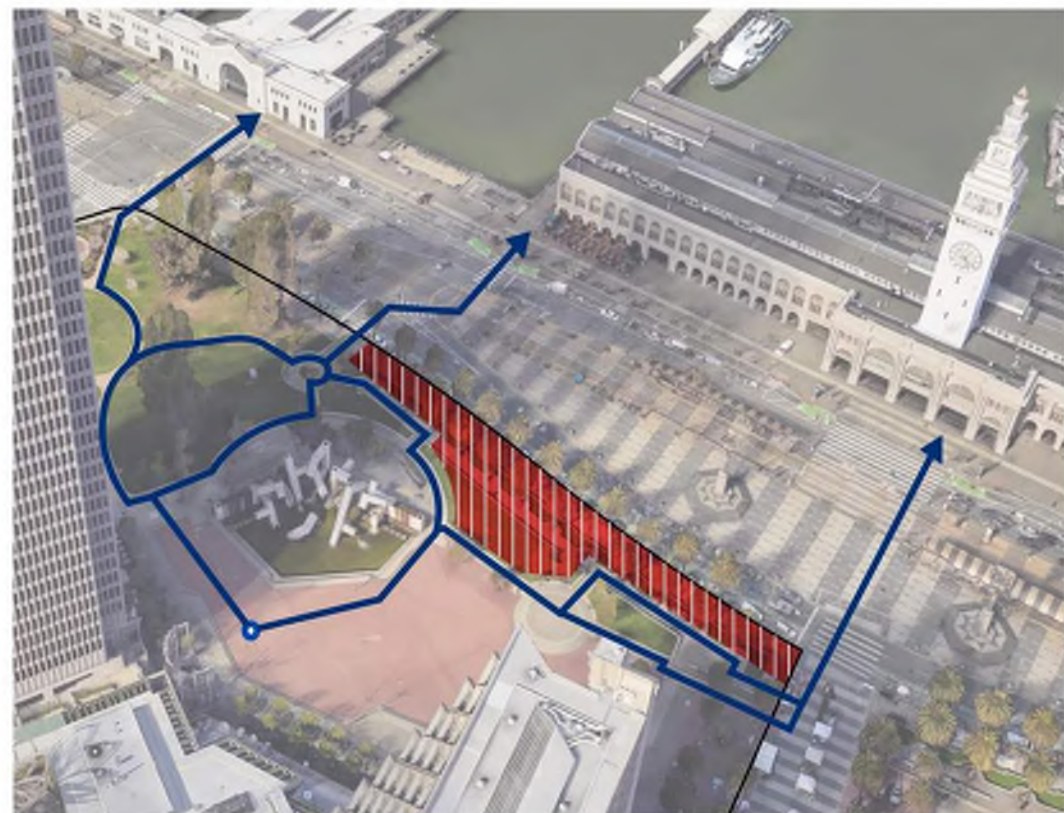
Park and Plaza want to look OUTWARD and connect to the waterfront and surroundings.

WHY AREN'T PEOPLE HERE?

Barrier to Access: Improve connectivity to the waterfront and Ferry building



Multiple level changes and low walls obstruct views to the waterfront and does not allow the plaza and waterfront to feel cohesive

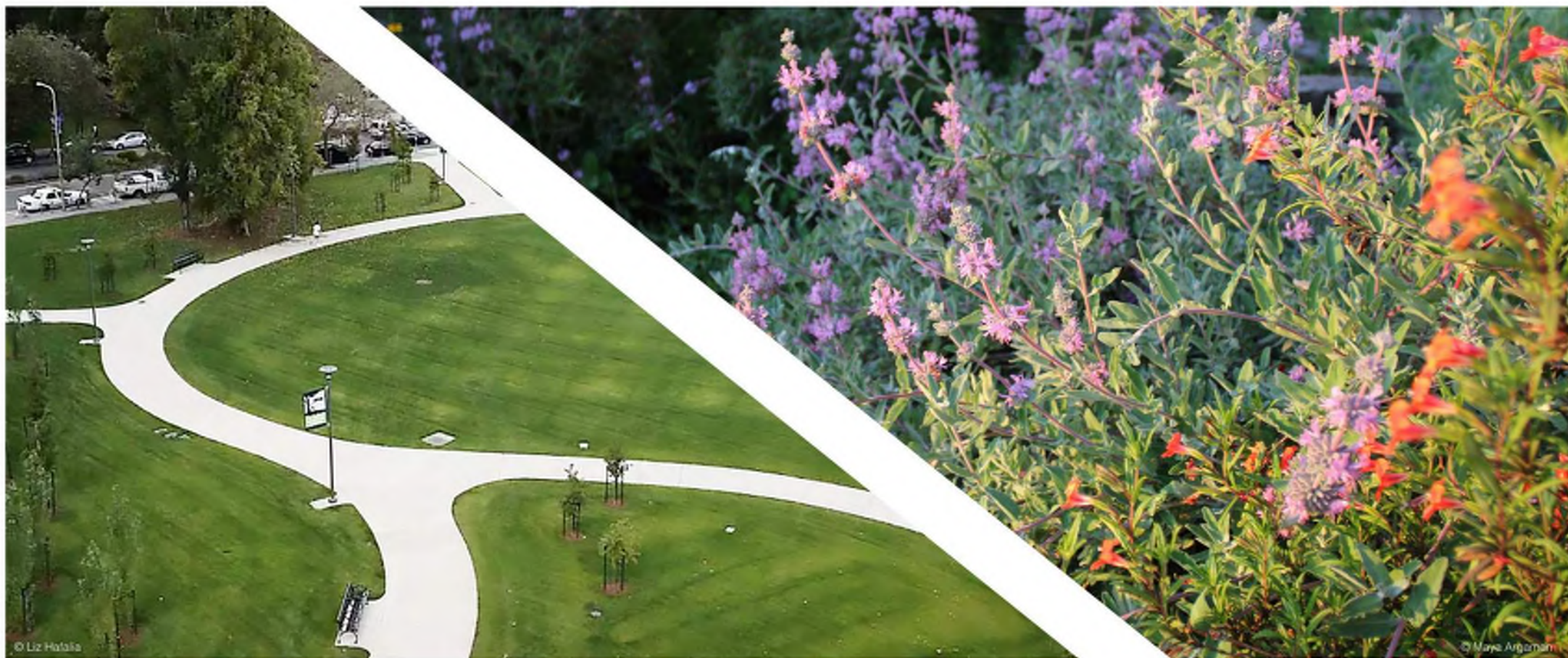


Circuitous pedestrian route to get from plaza and park to the waterfront and Ferry building. Embarcadero walls prevent access to the sidewalk.

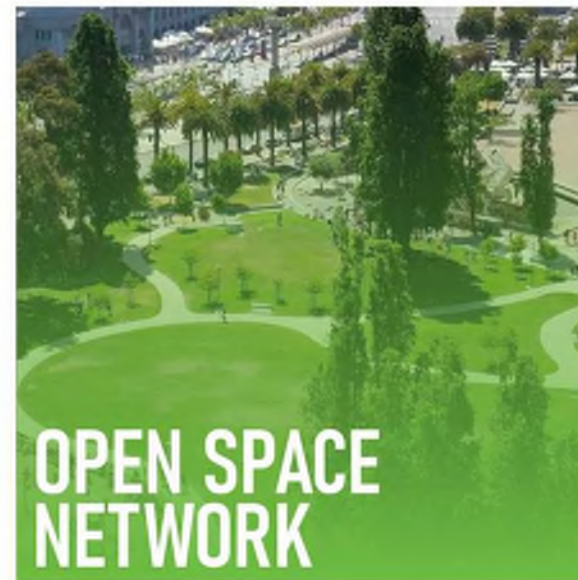
WHY AREN'T PEOPLE HERE?

Promote a sustainable landscape and increased biodiversity

Introduce a wide range of planting species including resilient, drought tolerant plantings with many natives for environmental and aesthetic benefits



SITE ANALYSIS

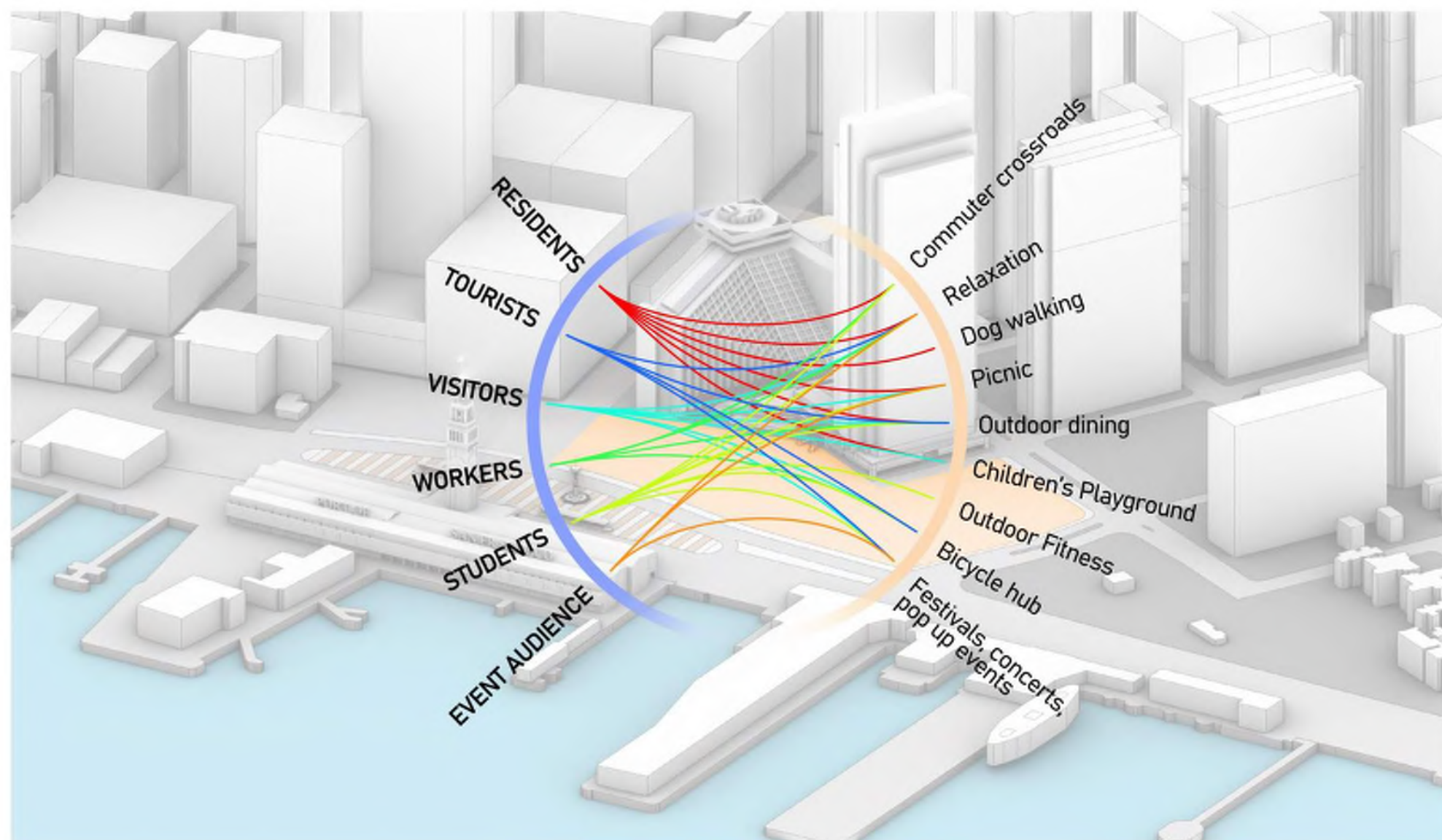


SITE ANALYSIS

USER GROUPS

Wide range of users utilize the space:

- **Residents / Families:** Neighborhood inhabitants
- **Tourists:** Travelers to the Bay Area
- **Visitors (Regional):** Residents of the greater Bay Area visiting the City
- **Workers:** Employees in the Financial District and Waterfront businesses
- **Students:** Members of nearby academic institutions
- **Event Audience:** Attendees of occasional events held in the plaza

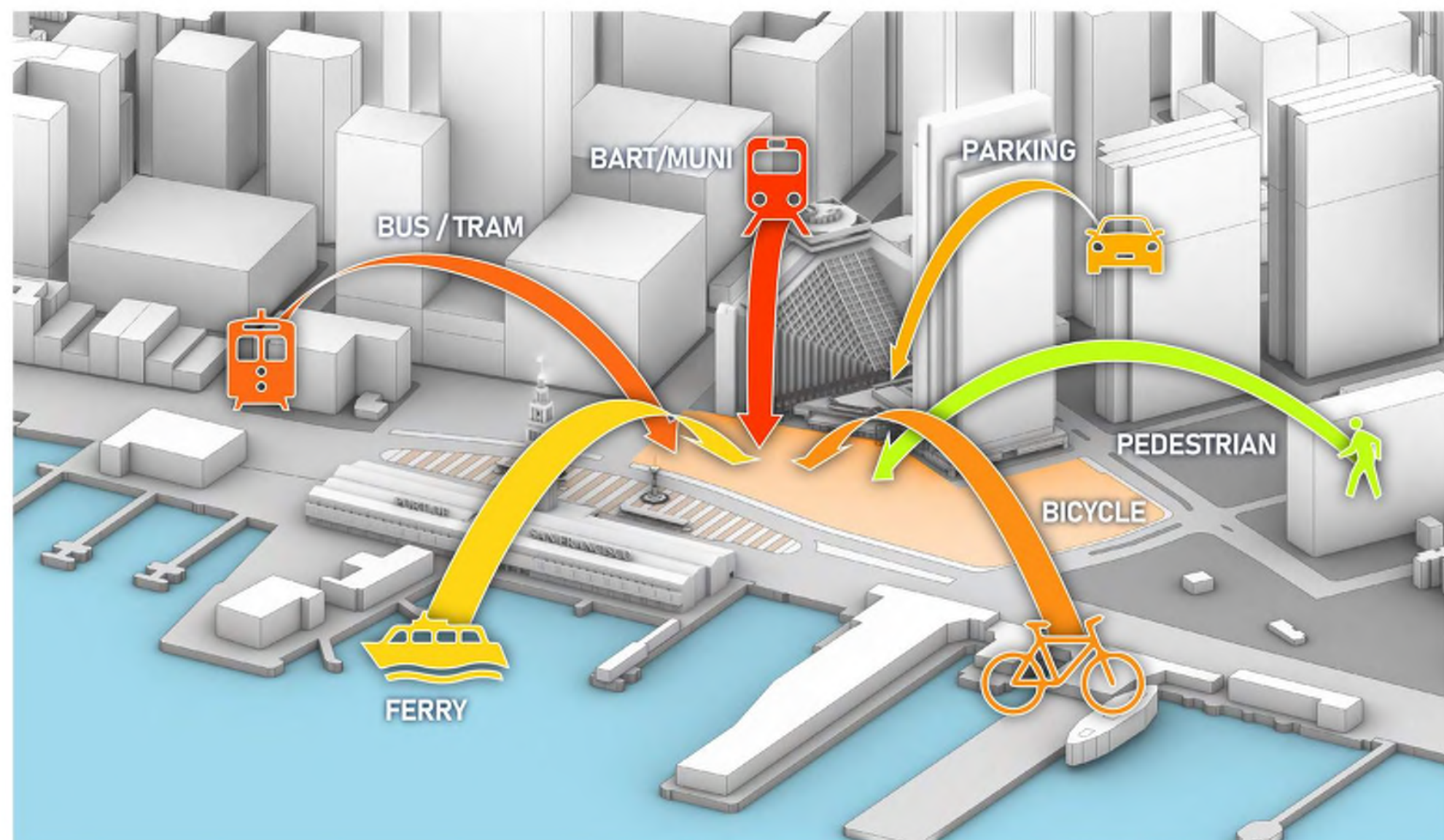


SITE ANALYSIS

PORTS OF ARRIVAL

All available existing modes of transportation bring people directly to the park:

- **Ferry:** Ferry building
- **WaterTaxi:** Pier 1.5
- **Bart / Muni / Bus / Tram:** Embarcadero Station
- **Bicycle:** Bikeshare and bike lane network
- **Vehicle:** Surface parking and underground parking at Embarcadero Center

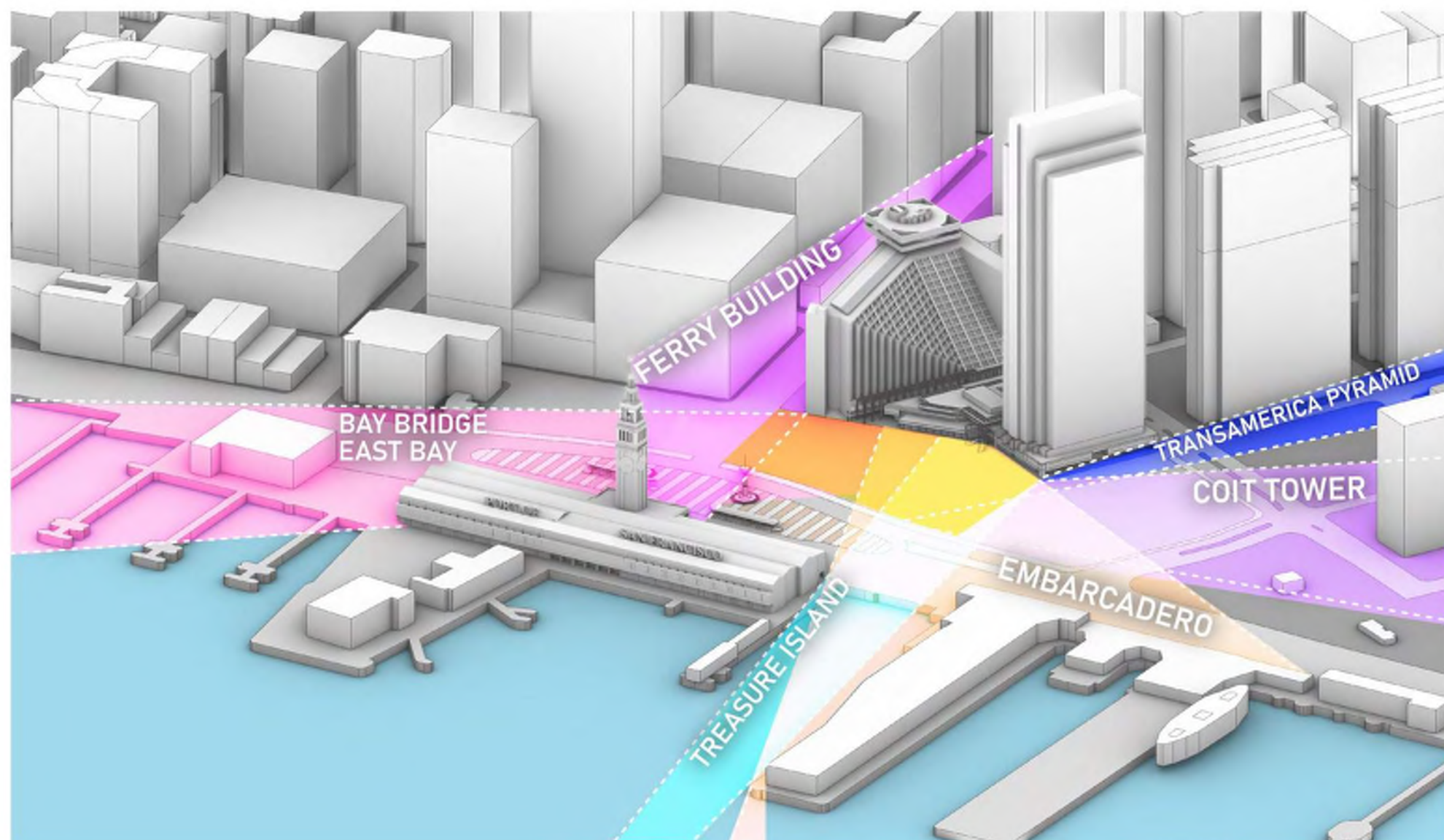


SITE ANALYSIS

SIGHTLINES & LANDMARKS

Positioned to have prime views towards significant landmarks in the vicinity:

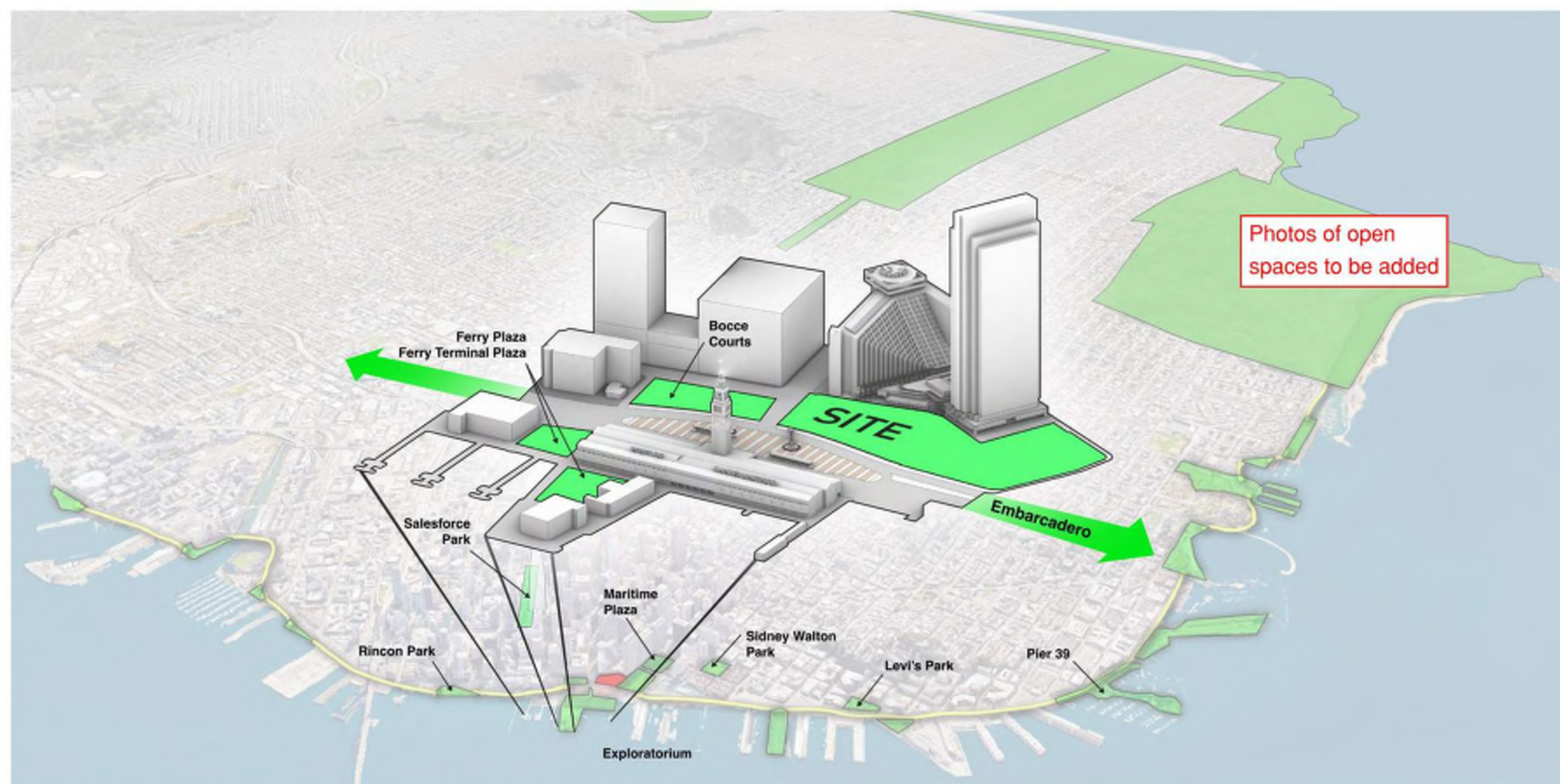
- Ferry Building
- Bay Bridge
- East Bay
- Treasure Island
- Coit Tower
- Transamerica Pyramid



SITE ANALYSIS

OPEN SPACE NETWORK

Potential to become a key destination in the extensive chain of existing and emerging open spaces along and in proximity to the waterfront.



GAP ANALYSIS PLACEHOLDER

WE WANT TO HEAR FROM YOU!



VIRTUAL ATTENDEES
PARTICIPATE ONLINE HERE:
<URL>

ACTIVITY INSTRUCTIONS:

- 1** We will organize everyone into **three groups: A, B, C**
- 2** Each group **begins at a Station** where a representative will explain the activity
- 3** When time is called, each group **moves to the next station**
- 4** Activity is **complete when each group has visited all three stations**

STATIONS OVERVIEW



VIRTUAL ATTENDEES
PARTICIPATE ONLINE HERE:
<URL>

1 Current Uses & Conditions

**What uses are most
successful today?**

Write down your thoughts.

2 Future Uses

**How would you most like to
use this space in the future?**

Place stickers on the
programs and amenities you
want to see here.

3 Visions & Goals

**Which of these visions
and goals are your highest
priorities?**

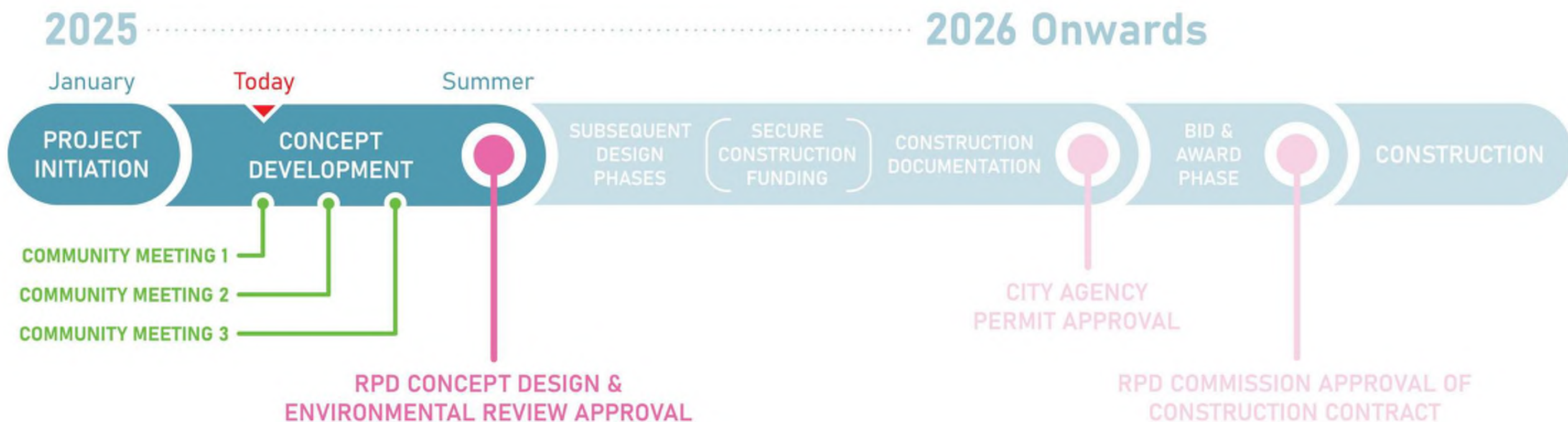
Rank 3 visions and goals that
you prioritize the most.



VIRTUAL ATTENDEES
PARTICIPATE ONLINE HERE:
<URL>

HEAD OVER TO YOUR STATIONS!

PROJECT SCHEDULE





VIRTUAL ATTENDEES
POST YOUR QUESTIONS HERE
<URL>

Q & A

THANK YOU!

NEXT COMMUNITY MEETING:

MARCH ##, 2025
5-7PM

LINK TO SURVEY:

<SURVEY URL>



SIGN UP FOR OUR BLOG:

<BLOG URL>



ANY QUESTIONS? CONTACT:

<CONTACT INFO>